



Sheehy Auto Group

Sheehy Auto Group Selects Aerohive for Exceptional Customer Experience and Greater Corporate Efficiency

Challenges

- Establish unified enterprise-class wireless network across all 21 locations
- Robust connectivity to take advantage of mobile devices and applications
- Cost-effective wireless solution for sales-driven organization
- Enable greater efficiencies and better guest experience throughout all locations

Results

- Reliable and secure network solution with flexibility to scale easily
- Controller-less solution with cloud management platform
- New services and guest amenities offered through Wi-Fi
- Greater efficiencies for sales, service and body shop operations

About Sheehy Auto Group

Founded in 1965, Sheehy Auto Group began as a small, family-owned car dealership located just off the Washington D.C. Beltway. By 1975, Sheehy had grown to the largest Ford dealership in the country. Today, the company has over \$900 million in sales with 30,000 annual new and used vehicle sales, with 21 dealer-owned and franchisee locations. Sheehy is still the largest retailer of Fords in the Mid-Atlantic region, but also sells additional manufacturers including Nissan, Lincoln, Honda, Lexus, Subaru, Volkswagen, Hyundai and Infiniti.

In 2012, Automotive News ranked Sheehy Auto Stores number 37 of the top 125 car dealership groups in the United States based on new vehicle sales. The company headquarters are located in Fairfax, Virginia.

“We chose Aerohive for the flexibility of the solution”, explains Brent Simpson, Manager of Telecommunications for Sheehy Auto Group. “Each of our locations has different requirements and Aerohive allows us to easily customize our network solution. In addition, our business is always changing and it’s possible we may open a new dealership tomorrow located 300 miles away. Aerohive’s superior technology enables us to configure and manage our network in a short amount of time, with absolute simplicity.”

—Brent Simpson, Manager of Telecommunications,
Sheehy Auto Group

Sheehy prides itself on customer-centric business incentives and programs, introducing many innovative buying experiences and benefits for its customers.

Sheehy Auto Group also has Service and Parts departments to meet customer needs and requirements for vehicle maintenance and repair. The company offers competitive pricing, as well as convenient services such as its partnership with Quick Lane express service primarily at its Ford locations to provide faster service for oil changes, tire and brake service. Sheehy Body Shops are full-service, offering comprehensive collision and dent repair services.

Challenges

In the past 10 years, the Sheehy Auto Group has relied on a Dealer Management System (DMS), a bundle of software specifically created for auto dealerships to manage finance, sales, parts, inventory and administration. Sheehy recognized the need to also upgrade other parts of its operations to leverage wireless functions, both in the DMS, and throughout other areas of its business.

The company had consumer-grade access points in some dealership locations, but Sheehy wanted to bring the entire company under one network architecture and vision, with advanced enterprise features. With dealerships operating separately, the IT team was taxed to support the Wi-Fi without any centralized management. In addition, in order to offer greater benefits to its customers, as well as integrate a wireless network for its employees and business operations, a comprehensive enterprise-class wireless solution was required.

Auto dealerships function much like a bank and security concerns were paramount. The existing Wi-Fi did not provide protection and the level of security mandated for the company to protect its customers and large amounts of sensitive and confidential data.

The IT team aimed to bring corporate standards to its wireless network without complexity. By nature, auto dealers are extremely sales-driven and a network solution needed to be cost-effective with the ability for central management within the small IT team. With a geographic radius of 250 miles among all 21 locations, a centralized simple solution that enabled one person to manage and configure the network from anywhere at anytime was mandatory.

Solution

Sheehy considered several vendors for its wireless solution, including Cisco, but chose Aerohive for its simplified management, scalability capabilities and features. Other solutions did not provide the management capabilities Sheehy demanded, as well as requiring the company to lock into licenses or requiring expensive technology upgrades without many options for cost-effective scalability.

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Aerohive's auto provisioning features enable the company to configure new APs and ship to any location with simple plug and play installation, with automatic connection to the network. Sheehy uses HiveManager Online, and the company has found the interface very easy to manage.

The network is set up for corporate and guest network access, with scheduled airtime for both guests and corporate users, as well as captive web portal to welcome guests to the network at all dealership locations. Since 60% of network use is by guests, it was key that the guest network could operate side by side the corporate network, without requiring complex firewall policies. Sheehy also uses content security offerings from Aerohive solution partner Barracuda Networks.

Some locations have required different Aerohive enterprise features, such as implementing Bonjour Gateway at the Lexus dealership that touts the greatest number of Apple devices, allowing this location to easily manage service availability.

Sheehy uses a variety of Aerohive technology to implement its network, including Aerohive AP110, AP121, AP350 and AP170 access points. The AP350 APs are installed in body shops, and Aerohive AP170 outdoor APs are installed for sales teams to utilize SIP phone extensions at its Lexus and Infiniti campus. The additional access points are installed at headquarters offices, as well in dealer offices and showrooms, customer lounges and waiting rooms.

Aerohive access points are also used by individual employees to set up mobile offices, easily connecting through the VPN network and with users on a single SSID. In addition, a mobile office and 'roving VPN' allows the IT team to walk employees through network instruction or to troubleshoot issues from anywhere at anytime.

Results

Sheehy Auto Group is committed to the best possible customer experience across all business operations. "Whether it's in customer waiting lounges, enabling our sales teams to roam our car lots to assist customers, or decrease the amount of time needed to assess diagnostics in our service departments, a secure and robust wireless solution from Aerohive has allowed Sheehy to offer a knockout customer experience and raised the bar on the level of service we can provide in all areas of our business," states Brent Simpson, Manager of Telecommunications.

Auto dealerships rely heavily on DMS software, and Sheehy uses a solution from vendor Reynolds and Reynolds, which can now be accessed via mobile and tablet devices. Now when customers enter service lanes at Sheehy, a technician will walk around the vehicle and start writing the service ticket on a mobile device even before they enter a waiting area. Employees retrieve checklists for individual vehicles straight from tablet devices, and can now make additional service appointments via iPads or other mobile devices.

Employees are no longer tied to desks but can use mobile devices and SIP phones to better assist customers in show rooms and in car lots. Access points have been placed outdoors and used for tent sales and other special events.

Employees are providing greater corporate and customer efficiencies in the service department. Like the majority of the auto industry, Sheehy accesses Integrated Diagnostic Systems (IDS) from each automotive brand and now uses mobile devices and laptops to work seamlessly with the third-party on-board diagnostic devices. Technicians can now operate diagnostic testing without requirements of cables or being tethered to work benches.

In addition, some auto manufacturers, like Subaru, connect its IDS to an outside server via Wi-Fi to retrieve diagnostic codes. Some dealerships are using wireless scanners in service lanes, to retrieve paint codes and match Vehicle Identification Numbers with brands of appropriate tires.

Sheehy has bolstered customer amenities at every location. iPads are provided at some locations for customers to access an iTunes library to watch movies, as well as access email or other personal accounts via Wi-Fi. Other locations offer a children's play area with Xbox or Play Station consoles. In Quick Lane lounges, a separate retail store located in some dealerships, customers now have access to the guest network while they wait.

The Lexus dealership also broadcasts and streams content over TVs in customer waiting areas, including infomercials and advertisements targeted to customers. With customers enjoying movies or other content, they are less likely to be bothered by additional wait times that may occur.

The IT department no longer hears from Sheehy executives who are experiencing problems connecting to the corporate network. Now executives can transfer from building to building at corporate headquarters without any connectivity problems. Typically, executives travel three days per week to other dealership locations and can now easily connect to the network reliably to access files and presentations.

At its headquarters, video presentations and other documents are accessed in boardrooms wirelessly, and corporate guests can easily connect to the network at all times.

Smooth Road Ahead

While Sheehy is at the top of its game for providing superior sales and service to its customers, and is one of the top dealership groups in the nation, it recognized the need and benefit of a robust wireless network. With Aerohive, Sheehy now leverages a comprehensive wireless architecture that can easily expand and grow with the company, bringing all 21 separate dealerships under one company vision.

The structure of the Aerohive network enables Sheehy to offer flexibility of features and capabilities for each dealership, depending on requirements and needs.

The guest experience is far superior and Sheehy looks forward to taking advantage of further Aerohive features and capabilities in the year to come as it continues to broaden its wireless operations.



Contact us today to learn how your organization can benefit from Aerohive wireless LAN architecture.

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